

The Mesa Avenue And San Antonio St. Entrances Have Been Completed & Are Now Open To The Public

"THE POPULAR"

Saturday Evenings We Are Open Until 8:30 o'clock. On All Other Business Days We Close Promptly At Six

34TH YEAR

EL PASO, TEXAS, FRIDAY, DECEMBER 1, 1916.

TEXAS' MOST PROGRESSIVE STORE

On The Wings Of The Wintry Winds Comes Santa Claus With New Dolls And Toys To Open Toy City & Dolldom Saturday, In "The Popular's" Mammoth New Basement

SATURDAY morning at 9 o'clock, dear old Santa Claus will arrive at "The Popular." There he will formally open Toy City and Dolldom, in the new Basement, and remain until Christmas. He cordially invites all the little girls and boys in El Paso and vicinity to call on him at his headquarters in Toy City.

Worlds of beautiful toys and dolls direct from the workshops of good old Santa Claus, in such bewildering variety fills this mammoth Basement, which, with three of the new windows are given over to the display; double and triple-decked tables—dozens and dozens of them, ledges piled high; every nook and corner jammed full.

Bring the kiddies. Let them see and enjoy the wonderful display. Let them revel to their hearts' delight in the thousands of dolls, the life-like mechanical toys, the grotesque automations, the games, the chests, the doll furniture, the tricycles, bicycles, go-carts, aytos, hobby horses and other things without number. The doors to Toy City and Dolldom open Saturday morning at 8:30 o'clock and Santa arrives at 9 o'clock. Meet him here. All are welcome.

Pay A Small Deposit & We Will Reserve Any Doll Or Toy For You Until Christmas



Drums
Mecannos
Zaiden Dolls
Sets of Tools

Express Wagons
Paris Coasters
Doll Perambulators
Doll Carriages
Push Carts
Hobby Horses
Doll Sulkies
Shoe Flies
Black Boards
Merry-go-rounds
Doll Trunks
Ives Mechanical Toys
Lionel Electric Toys
Doll Furniture
American Flyers
Horse Reins

Brist Boomerangs
Rubber Balls
Character Dolls Of All Kinds

American Art Dolls
American Beauty Baby Dolls
My Dearie Dolls
Jubilee Dolls
Flossie Fisher's Dolls
Dressed Dolls
Jointed Dolls
Maiden American Dolls
The National Doll
Rubber Kewpie Dolls
Blocks Of All Kinds
Dolls' Clothing And Millinery
Jockey and Horse Toys
Wooden Animals On Wheels
Desks
Pool & Billiard Tables
Building Blocks
Pianos

Tables
Soldier, Fireman and Policeman Equipment

Doll Houses and Bungalows
Rockers
Rolly Dolly Toys
Humpty Dumpty Circus
Clowns
Shot Guns
Sand Mills
Neverstop See-saw Toys
Derby Rider Push Toys
Parcels Post Toys
Steel Wagons
Tricycles
Bicycles
Steel Automobiles
Stampcraft Books—Fit The Picture To The Story
Raphael Tucks Games, Books & Cutouts
Dishes Of All Kinds
Teddy Bears
Electric Toys
Musical Instruments

Kitchen Cabinets

American Wash Day Sets
Forty-two Centimeter Rapid Fire Field Guns
Cyclone Pump Repeater
Dreadnaught Battleship
Builders
Fairy Chariots
Electric Transformers
Toy Stoves
Rubber Ball Shooting Gallery
Circus Tent And Ring
Games Of All Kinds
Modelwood Toys
Big Game Hunter
Clairons
Pop Cannon
Auto Cars
Telephones
Noah's Arks
U. S. Government Remount
Station With Horses Of All Kinds
Paints
Books Of All Kinds

Here Is Just A Hint Of What To Expect

CHILDREN

WRITE
to Santa Claus
At "The Popular's"
Toy City
and

tell him what you want for Christmas. We'll hand the letter to Santa, and he will answer it.

NOTE TO PUBLIC
Among the many letters Santa receives will be found appeals from poor children who do not expect Santa to visit their homes. Of course Santa will try to get around to all homes, but kind-hearted people who want to help the good Saint may read these letters and give whatever assistance they desire.



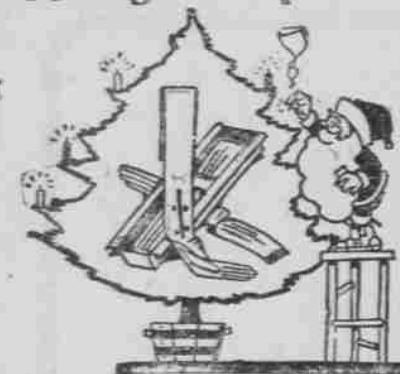
FREE PALMOLIVE COUPON

This coupon and 42 cts. entitles holder to

| | |
|------------------------------------|---------------|
| 6 Cakes Palmolive Soap..... | \$.60 |
| 1 Box Palmolive Face Powder..... | \$.50 |
| 1 Can Palmolive Talcum Powder..... | \$.25 |
| Total Value | \$1.35 |

Customer's Name _____ Address _____
Not valid unless signed by purchaser with name and address

Gloves, Veils, Boudoir Caps, Ribbons And Corsage Bouquets



WOMEN'S GLOVES—An odd lot of small sizes only. Overseam, two class style. Shown in white. An exceptional value at a pair, **50c**.
CHILDREN'S WOOLEN GLOVES—Assorted colors and sizes. An odd lot worth up as high as 75c a pair. Saturday special, **25c** a pair, at **25c**.
WOMEN'S BOUDOIR CAPS—Fashioned of batiste and net; prettily trimmed in dainty ribbons. While they last Saturday, a pair, at **25c**.
WOMEN'S BOUDOIR CAPS—Delightful new styles, made of silk Crepe de Chine and Satin; stunningly trimmed in laces and ribbons. They have no equal, at the modest price of each, **50c**.
BROADCLOTH, NET AND GEORGETTE NECKWEAR—Wonderful new creations that should appeal to women of taste. Many hemstitched, beaded and embroidered effects in the lot. Matchless values, at **95c** your choice.
FANCY TAFFETA RIBBONS—Warp print, flowered, striped and conventional designs. All the wanted colors. Ideal for hair bows, sashes and fancy work. Take advantage of this offering Saturday, at a yard, **25c**.
CORSAGE BOUQUETS—All the rage. They are so beautiful and realistic, that one can hardly tell them from cut flowers. Many have sachet attachments. Prices start at \$5.00, and range downward, to **\$3.50**.
THE NEW FAD IN NOVELTY VEILS—Hand run, hexagon mesh; gold and silver thread run, which serves as a trimming to the hat, and a stunning veil for the face. Ask to see them when you come Saturday. (First Floor)

Toilet Goods On Sale All Day

50c Pozzoni's Face Powder... **37c**
4711-White Rose Glycerine Soap, a bar... **15c**
Mennen's Shaving Cream... **18c**
\$1.50 Gouard's Oriental Liquid Cream... **\$1.05**
Euthymol Tooth Paste... **17c**
Jergen's Violet Glycerine Shampoo... **33c**
25c Cream L'Ame, at... **19c**
50c Danderine for the hair... **39c**
(First Floor)

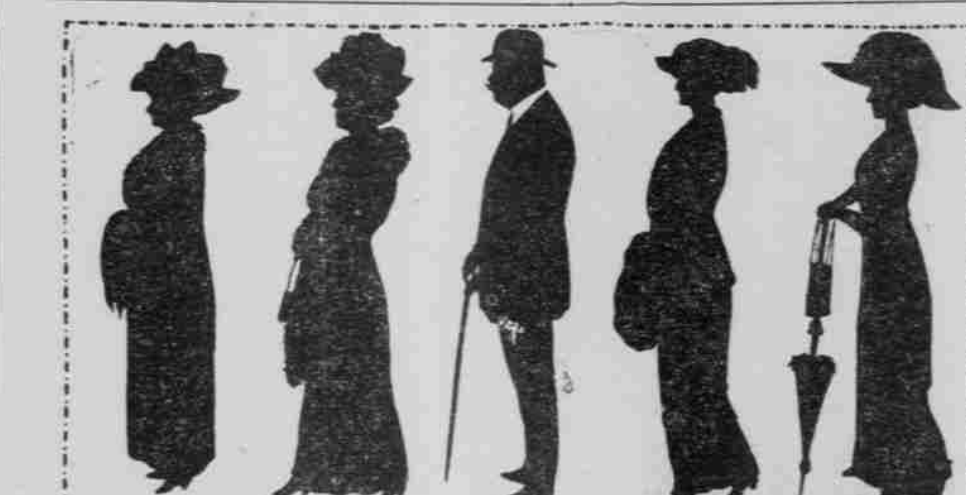
After Supper Sale 6 to 8:30

HIND'S HONEY AND ALMOND CREAM—The ideal complexion beautifier. After Supper Sale (limit one bottle to a customer), **29c** at each.
PEBECCO TOOTH PASTE—There is no better on the market. Prevents acid mouth. After Supper Sale (limit one tube to a customer), **29c** at a tube.
PEARSON GENUINE BRISTLE HAIR BRUSHES—They are excellent. After Supper Sale, (limit one brush to a customer), at **\$1.00**.
(First Floor)

Silk Or Fibre Hosiery



WOMEN'S PURE SILK HOSE—"Onyx" make. Shown in black or white. Fashioned of heavy quality silk; snug fitting with double soles and deep garter welt of silk. A hose of durable weight, slightly and equal to the best of \$1.50 grade. Special, at a pair, **95c**.
WOMEN'S FIBRE HOSE—A hose that has all the appearance of silk and in many cases superior wearing qualities. Made with garter welt of silk, with spliced heel and toe. All sizes, in black or white. Unmatchable values, at a pair, **29c**.
(First Floor)



A Silhouette Portraiture Free To Children Visiting Toy City Accompanied By An Adult

BARON SCOTFORD—late of 129 Regent Street, London W, and who made such a decided hit at the Panama-Pacific International Exposition, will be with us Saturday, in Toy City (Basement), where he will make a Free Bust Portrait of every child accompanied by an adult.

Baron Scotford is "The Greatest Silhouettist of the Age," and the press in all countries have paid him glowing tributes. He has executed Scissor Portraits of almost every king and queen of Europe, presidents of America, famous actresses and other distinguished persons.

These Portraits are executed in two minutes with scissors and black paper only. The illustrations above are taken from Baron Scotford's Gallery of Celebrities. The names from left to right are:—
Her Royal Highness Princess Victoria, Lady Waterford, The Late Arch Duke Ferdinand of Austria, Mrs. Winston Churchill and Her Royal Highness Princess Marie Louise Schleswig-Holstein.

Values In Women's Underwear

WOMEN'S UNION SUITS—That are high grade, yet popularly priced. "Merode" make, and hand finished; weights that are ideal for this climate. A variety of styles and kinds from which to choose, any one of which assures the purchaser the maximum of comfort, durability and fit. Sizes 34 to 50. A suit at **\$1.00**.
(First Floor)

WOMEN'S GLOVE SILK UNDERWEAR—A sample line of finest quality glove silk underwear. Made by America's foremost manufacturer of silk undergarments. They comprise all the features that make his name famous. Heavy quality silk, fully reinforced, perfect fitting, durable. Beautifully embroidered vests, knickers, and ankle length bloomers, in pink or white. Choice, a garment, at **\$2.95**.

The Popular
DRY GOODS CO. INC.

Pretty Plated Silverware

A TABLE assortment that comprises many novel and useful items, such as Condiment Sets, Salt and Pepper Shakers, Marmalade Jars, Mustard Jars, Domino Sugar Holders, Horse Radish Bottles, Etc. All of Quadruple Silver Plate, perfectly designed, beautifully finished, superior in wear. Unequaled values, **50c** at your choice.
(First Floor)

Ladies' Fancy Tea Aprons

A LOT of Women's Fancy Tea Aprons, expertly made of good quality Lawn; neatly trimmed with Val lace and embroideries. It would be difficult to duplicate the materials alone, for the price asked for the finished article. A variety of pretty styles from which to select. **25c** Each, at **25c**.
(First Floor)

Women's Hand Bags, At \$1.50



A TRULY wonderful assortment from which to select, when one considers the present market condition. Regulation Bag and Pocket Book shapes, made of real leather, in novel styles; neatly lined, and fitted with coin pockets and mirror. A big value, at each, **\$1.50**.
(First Floor)

Warner's \$1.00 Corsets, At 69c

WE like to sell Warner's Bust-Proof Corsets because we find them so sensible in design and shape. The Warner designers are satisfied to produce corsets that actually serve a corset's purpose, using commonsense methods and real quality throughout. To be sure, every Warner corset will not fit every figure. This is where our assistance is beneficial, for we have carefully studied every model in our stock to know exactly which styles should be worn by every type of figure. For Saturday's selling we offer you, regardless of present market conditions, Warner's regular \$1.00 Corsets, at only **69c**.

In The Boys' Busy Store

SPECIAL INDUCEMENT ON BOYS' SUITS—Heavy Winter weights, made in latest patch pocket Norfolk model; fully lined. Peg top button knee knickers. Good looking dressy suits; desirable for school as well as dress wear.
\$3.50 Values **\$4.75**
\$6.95 Values **\$7.75**
\$7.95 Values **\$8.75**
SOME NEW OVERCOATS AND MACKINAW COATS—For the boys of 2 to 16 years. Lined or unlined models; many stylishly belted; others made plain. A handsome assortment, especially priced at **\$7.50, \$5.95** and **\$5.00**.
NOVELTY SUITS FOR THE SMALLER BOYS—Two to seven years. Velvets, Corduroys, Serges and Wool Mixtures. Many pretty new styles. Special value, at **\$4.00, \$5.00** and **\$5.95**.
EXTRA SPECIALS IN BOYS' HATS—Made of Woolen Cloth, Velvets, Plushes and Corduroys. Styles suitable for boys 2 up to 12 years of age, at 1/2 price.
\$1.00 Values **50c**
\$2.00 Values **\$1.00**
\$2.50 Values **\$1.25**
WOOL AND COTTON MIXED SHAWL COLLAR COAT SWEATERS—Worsted weave; good school garments. Sizes for boys 2 to 15 years. Grey, Navy or Red. Special, each, at **\$1.50**.
BLOUSES—French Flannel, collar attached, tapeless Blouses, for boys 6 to 15 years. Greys or blues; plain colors or stripes, at **50c**.
BOYS' FLANNEL PAJAMAS—Pink or blue striped, one-piece pajamas, sizes 6 to 18 years. A very good quality flannel, at a suit, **\$1.00**.
(Fourth Floor)